



cea™  
Learn your potential



## Brand Barcelona: Marketing the Global City

**UNH Course Number:** Cross-listed: CUL358/MKT338

**Subject Areas:** Cultural Studies, Marketing, Public Relations

**Level:** 300

**Prerequisites:** Introductory courses in Cultural Studies, Marketing, Public Relations or with the approval of the instructor

**Language of Instruction:** English

**Contact Hours:** 45

**Recommended Credits:** 3

### Description

Just as industrialization in the 19<sup>th</sup> century determined the development and role of the city during the modern period, so the advent of the post-industrial economy and globalization is transforming the city of the post-modern period. As economic control slips from the grasp of nation states, it is left to cities to compete amongst themselves for the investments and incomes so critical to the replacement of vanishing industrial bases. In the process, cities are forced to transform and re-brand themselves as they struggle to adapt to the new geographical, economic and symbolic environment in which they find themselves.

*Brand Barcelona: Marketing the Global City* will critically examine the success of the 'Barcelona Model' of urban redevelopment and self-reinvention, paying particular attention to the way in which marketing has extended its sphere of influence from the selling of commodities to the selling of places. Given the consequent commodification of the city, the question will be raised as to who has benefited and who has lost out in this transformation.

As well as providing a solid foundation in theory, the course will also consider contemporary debates over the regeneration of Barcelona and will involve you in an exploration of the 'invisible city' that is concealed by Barcelona's business/tourist friendly façade, through field studies and films. An important part of the assessment will involve project work, through which you will be encouraged to uncover aspects of the city that reveal something significant about how it is being transformed and reinvented through its global promotion.

### Learning Objectives

#### Knowledge Skills

- Identify key developments in the transformation of Barcelona since the mid-nineteenth century
- Trace the development of marketing from being exclusively related to products to the marketing of places, such as cities
- Conceptualize and convey what is meant by the *Barcelona Model* of urban development
- Identify and explain different critical responses to the *Barcelona Model* of urban development

- Identify the relation between the forces of globalization and the pressures upon cities to promote themselves as commodities on the global market

#### Critical Thinking Skills

- Critically evaluate the *Barcelona Model* of urban development, making reference to important contributors to the debate
- Appraise the impact that Barcelona's transformation has had on its citizens
- Research, write and defend a research paper in which an aspect of Barcelona's global promotion is critically assessed

#### Attitudinal Skills

- Acquire a relation to the city based on an understanding of the planning choices that have shaped its development
- Demonstrate a sensitivity to the transnational nature of the challenges faced by cities in the modern world

#### **Instructional Format**

The class will meet for 75 minutes, twice a week. Each class will contain a variety of activities and instructional approaches that have been designed to maximize the active learning component of the course and ensure that you are cognitively engaged and constantly in the process of developing your own narrative with respect to the city.

Classes will frequently start with group discussions and/or presentations of the material that you have previously read in preparation for the class. This may lead into a variety of other instructional formats. Examples of such formats include the following:

- The lecture, in which your comments and questions will be encouraged and expected
- Class discussions, which may either be structured or free-form
- Information share, which involves individual learners researching aspects of a topic and then sharing their findings in a group context
- Seminar discussions, which will involve free-form discussions of topics raised in class in a small group context
- Workshop discussions, which will be similar to the seminar discussions but more structured, anticipating a specific outcome.

In addition to these various instructional approaches, there will also be a strong emphasis on learner-generated content. This will be achieved through regular un-assessed learner presentations based on individual research (information shares), more formal presentations based on your research projects and, more generally, a learning environment in which learner participation is constantly encouraged and expected.

Active learning will also be fostered through maximising your engagement with the city and by encouraging you to explore it in such a way as to develop your understanding of the themes of the course. Examples of this will include the following:

- Lecture by a guest speaker, which will give you an opportunity to interact with someone engaged in the day to day processes of Barcelona's urban design, as well as being an active contributor to the debates surrounding Barcelona's model of development.
- Field studies, which will involve you in an exploration of the city both through its built environment and also through interviews with its citizens.

- Documentary films, which have been selected to highlight aspects of urban development that will be applicable to Barcelona and reveal something about the city.

### Forms of Assessment

The instructor will use numerous and differentiated forms of assessment to calculate the final grade you receive for this course. For the record, these are listed and weighted below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class. Whether you plan to transfer letter grades back to your home institution or not, CEA expects that you will complete all graded assessment categories in each course in which you are enrolled. In addition, your work and behavior in this course must fully conform to the regulations of the [CEA Academic Integrity Policy](#) to which you are subject. Finally, all formal written work you carry out in this course (research papers, projects, studies, etc.) must be submitted in electronic format. Your instructor may also require that you hand in a hard copy of such work.

Please be advised: Any grade dispute you encounter in this course must immediately be discussed with the instructor and definitively resolved before the last week of class. Only end-of-term assignments graded after the end of your program are subject to CEA’s formal grade appeal procedure. For more information, see [CEA Academic Policies](#).

Class Participation	10%
Blog	15%
Midterm Exam	20%
Oral Presentations (class topic related)	10%
Collaborative Research Project	15%
Mixed Media Project Presentation	10%
Final Exam	20%

Class Participation: This grade will be calculated to reflect your participation in class discussions, your capacity to introduce ideas and thoughts dealing with the required texts, your ability to use language effectively, and your analytical skills in intellectual, constructive argumentation. When determining your class participation grade, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation. Additionally, it is important to demonstrate a positive and supportive attitude to the instructor and your classmates, and give full attention to class activities (i.e., cell-phones off, laptop for notes only, etc.). Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect. The instructor will use the following specific criteria when calculating your class participation grade:

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	A+ (9.70–10.00)
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	A-/A (9.00–9.69)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B/B+ (8.40–89.90)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	C+/B- (7.70–8.39)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C (7.00–7.69)
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	D (6.00–6.69)
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	F (0–5.90)

Blog: You will be required to participate in a class blog. This will be a forum for you to reflect on the course content and share your views with your classmates. You will be expected to post a piece each week and respond to at least one other person each week. Your grade will be determined by the quantity of your contributions and the quality (relevance to the themes of the course and displaying evidence of critical thought) of your contributions.

Oral Presentations: These presentations will be related to the course work, which you will be expected to research prior to the class. You will present your findings individually to a group in class. You will be expected to present class material twice during the course.

Collaborative Research Project: You will work on the research paper collaboratively with one or two classmates and this is to be submitted to the instructor before the final exam. You will be provided with the following list of possible research areas to choose from.

#### Research Project Options

- Barcelona, @22 and the knowledge economy
- Barcelona: gamma world city
- The ‘Rambla de Raval’ and the MACBA, a case study in urban zoning
- The 1992 Olympic Games: International events as a catalyst for change
- Barcelona, ‘civismo’ and tourism
- Cerdà, rational urban planning and the building of the ‘Eixample’
- ‘Barraques’: Barcelona and its shanty towns
- Private space vs. public space: the vanishing distinction in Barcelona
- Museums, celebrations and legibility: selling Barcelona back to its citizens
- The shift from managerialism to entrepreneurialism in post-industrial cities
- The shift from selling products to marketing places
- The online presence and presentation of the Barcelona brand

- Comparative evaluation of two city brands
- Private / public partnerships in Barcelona
- Branding a hypothetical city *or* Branding your home town

The instructor will provide assistance with possible sources. You will submit to the instructor periodic updates on the progress of your research and these will count towards the overall assessment of your work.

In this exercise, your work will be evaluated according to the tenets and principles of scholarly academic research and Standard English usage and expository writing. Therefore, ensure that you are using a recognized handbook of style, a good dictionary, and that you are guided by the highest principles of academic integrity. The instructor will supply you with additional guidelines and advice on methods and resources for successfully completing your paper in a “foreign” country. However, as a quick checklist of things to begin thinking about, the following guidelines will help you in deciding on a research topic and in planning its execution.

- Make a clear and compelling link between your topic & course themes & issues.
- Link your subject to the learning objectives listed above.
- Search out a wide variety of scholarly, peer-reviewed bibliographical sources.
- Show personal involvement in your subject in a demonstrable way.
- Use local resources and make your finished project one that could only be done in your host city.

Mixed Media Project Presentation: This will be a collaborative presentation of the research project that you will complete with one or two classmates. You are encouraged to use the medium of your choice to make the presentation (video, photography, PowerPoint etc.).

Midterm & Final Exams: The midterm and final exams are designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed above. They are comprised of questions and exercises that test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course. The format of the exam will be divided into two parts. The first will be identification and evaluation, accounting for 20%, in which you will be expected to identify, and state the significance of, a series of terms that have appeared during the course. You will be assessed on the accuracy and the relevance of the answer you provide. The second will be short essay questions, accounting for 80%, in which you will be expected to answer four questions in the form of a short essay. Essays will be graded on their accuracy, relevance to the themes of Brand Barcelona and evidence of the application of critical skills.

CEA Grading Scale				
Letter Grade	Numerical Grade Low Range	Numerical Grade High Range	Percentage Range	Quality Points
A+	9.70	10.00	97.0 - 100%	4.00
A	9.40	9.69	94.0 - 96.9%	4.00
A-	9.00	9.39	90.0 - 93.9%	3.70
B+	8.70	8.99	87.0 - 89.9%	3.30
B	8.40	8.69	84.0 - 86.9%	3.00
B-	8.00	8.39	80.0 - 83.9%	2.70
C+	7.70	7.99	77.0 - 79.9%	2.30
C	7.00	7.69	70.0 - 76.9%	2.00
D	6.00	6.99	60.0 - 69.9%	1.00
F	0.00	5.99	0 - 59.9%	0.00
W	Withdrawal			0.00
INC	Incomplete			0.00

### CEA Attendance Policy

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day's class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In each three-credit 15-week course, a maximum of the equivalent of two weeks (4 class sessions) of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A- to B-) for each additional class missed beyond this two week period, regardless of the reason for your absence.
- You will automatically fail a course if your absences exceed the equivalent of three weeks of class.

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 12 hours of class every week. Consequently, the Dean and Campus Director will dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

### Classroom Behavior

All students must have a respectful attitude towards the professor as well as the classmates. In order to ensure a successful learning process, you are required to behave appropriately during any academic related activity. Failing to respect these rules may result in a *written warning and your home university will be informed.*

### ceaClassroom: CEA's Moodle CMS

CEA instructors use the open source course management system (CMS) called Moodle that creates an interactive virtual learning environment for students and educators alike. This web-based platform provides you with 24/7 access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources directly related to your studies. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the many course learning objectives.

The ceaClassroom website is located here: <https://www.ceaClassroom.com/>

During the first week of class, the CEA academic staff and instructors will provide you with log-in information and corresponding passwords to access this site. They will also help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus that is projected on the first day of class, it is the class schedule on Moodle that is the definitive and official one, given that the instructor will be announcing updates and additions there and nowhere else. It is your responsibility to ensure that you have access to all Moodle materials related to your course and that you monitor Moodle on a daily basis so as to be fully informed of required course assignments and any scheduling changes that might occur.

### **Required Readings**

Listed below are the required course textbooks and additional readings. Whether you buy your books from our locally affiliated merchants or whether you acquire these before arrival, you must have constant access to these resources for reading, highlighting and marginal note-taking. It is required that you have unrestricted access to each. Additional copies will be placed on reserve in the Academic Affairs office for short-term loans. Access to additional sources required for certain class sessions will be provided in paper or electronic format consistent with applicable copyright legislation. In addition, the Academic Affairs Office compiles a bank of detailed information about the many libraries, documentation centers, research institutes and archival materials located in the host city and accessible to CEA students. You will be required to use these resources throughout your studies. Direct access to additional resources and databanks are available to you through the online library of the University of New Haven.

#### Textbooks:

Castells, M. and Borja, J. *The Global and the Local: The Management of Cities in the Information Age*, London: Earthscan, 1997.

Dinnie, K. *City Branding, Theory and Cases*, London: Palgrave Macmillan, 2011.

Marshall, T. (ed). *Transforming Barcelona*, London: Routledge, 2004.

#### List of Required Readings:

Balibrea, M. "Challenging the Barcelona Model" in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 205-224.

Bauman, Z. *Globalization: The Human Consequences* (Cambridge: Polity Press, 1998), 77-102.

Beaverstock, J.V. and Taylor P.V. "A Roster of World Cities", in *Cities*, Vol. 16, No. 6, 1999, 445-458.

Benasch, N. "Public Spaces in Barcelona 1980-2000", in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 151-161.

Bohigas, O. "Ten Points for an Urban Methodology", in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 91-97.

Borja, J. "The City: Between Dispossession and Reconquest", *Barcelona Metropolis* (online magazine), <http://www.barcelonametropolis.cat/en/page.asp?id=1>, (accessed 05/01/2011)

Borja, J. "The City, Democracy and Governability: the Case of Barcelona" in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 97-110.

Borja, J. et al. Public Space in Barcelona- Some Examples in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 161-172.

Calavita, N. and Ferrer, A. "Citizen Movements and Planners' Power", in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 47-65.

- Clos, O. "The Transformation of Poblenou in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 191-203.
- Dinnie, K. *City Branding, Theory and Cases* (London: Palgrave Macmillan, 2011), 118-123.
- Esteban, J. "The Planning Project: Bringing Value to the Periphery, Recovering the Centre", in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 111-150.
- Harvey, D. "The Condition of Postmodernity" (Oxford: Blackwell, 2000), 66-98.
- Harvey, D. "From Managerialism to Entrepreneurialism: The Transformation in Urban Governance", *Urban Geography*, 1989, vol. 71, issue 1, 3-17.
- Harvey, D. "The Political Economy of Public Space" in Low, S. and Smith, N. (eds.) *The Politics of Public Space* (New York: Routledge, 2005), 17-34.
- Harvey, D. "The Right to the City", *New Left Review*, September-October, 2008, 23-40.
- Hetherington, A. and Cronin, A. M. "Introduction" in Cronin, A and K. Hetherington (eds.) *Consuming the Entrepreneurial City: Image Memory and Spectacle* (New York: Routledge, 2008), 1-17.
- Hetherington, K. "The Time of the Entrepreneurial City" in Cronin, A and K. Hetherington (eds.) *Consuming the Entrepreneurial City: Image Memory and Spectacle* (New York: Routledge, 2008), 273-294.
- Hughes, R. *Barcelona* (London: Vintage, 1992), 6-22, 253-264, 278-289, 362-373.
- Kavaratzis, M. "From city marketing to city branding: Towards a theoretical framework for developing city brands", *Place Branding*, Vol. 1, 1, 2004, 58-73.
- Kotler, P. and Zaltman, G. *Social Marketing: An Approach to planned social change*, *Journal of Marketing*, 35, 1971, 3-12.
- Kotler, P. et al; *Marketing Places; Attracting Investment, Industry, and Tourism to Cities, States and Nations*, New York: The Free Press, 1993, 1-20.
- Luna-Garcia, A. "Just another Coffee! Milking the Barcelona Model, Marketing a Global Image, and the Restoration of Local Identities," in *Consuming the Entrepreneurial City: Image, Memory, Spectacle* (London: Routledge, 2007), 143-160.
- Marshall, T. "Introduction" in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 1-23.
- Muxí Martínez, Z. et al. "Public Space in Barcelona - Some Examples" in in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 161-172.
- Muxí Martínez, Z. "Green Urbanism = Commonsense Urbanism" (paper presented at the *Holcim Forum, Green Urbanism- Between economy and Ecology* 2007).
- Nello, O. "Urban dynamics, public policies and governance in the metropolitan region of Barcelona", in Marshall, T. (ed.) *Transforming Barcelona* (London: Routledge, 2004), 27-47.
- Rabin, J. *Soft City* (London: Picador, 1974), 180-192.
- Rider, N. "A City and its Packaging", *Barcelona Metropolis* (on-line magazine), <http://www.barcelonametropolis.cat/en/page.asp?id=1>, (accessed 25.09.10)
- Sheller, M. "Always Turned On" in Cronin, A and K. Hetherington (eds.), *Consuming the Entrepreneurial City: Image Memory and Spectacle* (New York: Routledge, 2008), 107-126.
- Simone, A. "Broken Links, Changing Speeds, Changing Multiples: Re-wiring Douala" in Cronin, A and K. Hetherington (eds.) *Consuming the Entrepreneurial City: Image Memory and Spectacle* (New York: Routledge, 2008), 161-180.
- Taylor, P. J. *World City Network; A Global Urban Analysis*, London: Routledge, 2004. pp. 71-100



Urry, J. "Globalising the Tourist Gaze", *Barcelona Metropolis* (on-line magazine), <http://www.barcelonametropolis.cat/en/page.asp?id=1>, (accessed 25.09.10)

### **Recommended Readings**

Many of the following primary and secondary materials, articles and readings have been placed on reserve and are located in the CEA office resource center. The instructor will guide you on these readings.

Ashworth, G. and Kavaratzis, M. "City Branding; an effective assertion of identity or a transitory marketing trick?", *Tijdschrift voor Economische en Sociale Geografie*, Vol. 96, No. 5, 2005, 506–514.

Brenner, N. and Keil, R. (ed). *A Global Cities Reader*, New York: Routledge, 2006.

Hall, T. and Hubbard, P. (eds.). *The Entrepreneurial City: Geographies of Politics, Regime and Representation*. Chichester and New York: Wiley, 1998.

Judd, D. R. and Fainstein, S. S. (eds.). *The Tourist City*. New Haven and London: Yale University Press, 1999.

Kearns, G. and Philo, C. *Selling Places. The City as Cultural Capital, Past and Present*. Oxford and New York: Pergamon Press, 1993.

López Petit, S. "The Tip of the Iceberg or the crisis of the Barcelona Model", *Barcelona Metropolis* (online magazine), <http://www.barcelonametropolis.cat/en/page.asp?id=1>, (accessed 05/01/2011)

Sassen, S. *The Global City: New York, London, Tokyo*. Princeton: Princeton University Press, 2001.

### **Online Reference & Research Tools**

@22

<http://www.22barcelona.com/index.php?lang=en>

Barcelona City Council website dedicated to the @22 development in the Poble Nou neighbourhood.

Association for Place Branding and Public Diplomacy

<http://placebranding.ning.com/>

A forum for discussion and sharing information on all areas of Place Branding

Barcelona Metropolis

<http://www.barcelonametropolis.cat/en/page.asp?id=1>

Online magazine containing articles (often with a critical slant) related to the city of Barcelona, by some of the leading academics in their various fields. All articles are translated into English.

Barcelona Town Council:

<http://www.bcn.cat/en/ihome.htm>

Official Website of the Barcelona City Council

Brand Channel

<http://www.brandchannel.com/home/>

A site dedicated to all aspects of branding, which pays particular attention to place branding

Cities Collection

<http://city.jsc.nasa.gov/cities/>

A site for NASA images of cities seen from space.

City Population (Urban Statistics):

<http://www.citypopulation.de/>

A wide range of statistical data relating to cities and urbanisation

David Harvey

<http://davidharvey.org/>

Website of renowned urban geographer, David Harvey

Globalization and World Cities Research Network

<http://www.lboro.ac.uk/gawc/>

A very comprehensive site for research, statistics, articles, links and information related to all aspects of urbanisation

Inventory of World Cities:

<http://www.lboro.ac.uk/gawc/citylist.html>

GAWC; inventory of world cities, with links to the local authority website for each city

Jordi Borja's Blog (in Spanish)

<http://jordiborja.blogspot.com/>

The personal blog of Jordi Borja, urban geographer, commentator on Barcelona's development and co-author of the set-text, *Local and Global ; Management of Cities in the Information Age*

Manuel Castells

<http://www.manuelcastells.info/en/>

Resource for information, articles and interviews with Manuel Castells, co-author of set text, *Local and Global: Management of Cities in the Information Age*

Research Methods Knowledge Base

<http://www.socialresearchmethods.net/kb/survey.php>

Social Research methods Website for help in designing a survey

Shanties: The Informal City

<http://www.barraques.cat/en/>

Online archive of the Museum of Barcelona exhibition on Barcelona's shantytowns from the 1930's to the 1980's

The Centre for Place Culture and Politics

<http://web.gc.cuny.edu/pcp/>

University of New York graduate school forum for discussion of various issues relating to place and urbanization

The Globalization Website:

<http://www.sociology.emory.edu/globalization/>

A site dedicated to providing an overview of some of the theoretical approaches to globalization

United Nations Statistics Division

<http://unstats.un.org/unsd/default.htm>

For information and statistics from the foremost global institution

# Brand Barcelona: Marketing the Global City

## Course Content

Session	Topic	Activity	Student Assignments
1	<p><b>Introduction to the Course</b> Introduction to and discussion about the major themes of course</p>	<ul style="list-style-type: none"> <li>• Class reading</li> <li>• Lecture</li> <li>• Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Marshall, T. <i>Introduction</i>, in <b>Transforming Barcelona</b>, 1-23</li> <li>• Rider, N. <i>A City and its Packaging</i>, Barcelona Metropolis, on-line magazine</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 1-6</li> </ul>
2	<p><b>New Spaces, New Scales</b> Industrialization &amp; the international market</p>	<ul style="list-style-type: none"> <li>• Information share</li> <li>• Workshop discussions</li> <li>• Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Hughes, R. <i>Barcelona</i>, 253-278</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 7-15</li> </ul>
3	<p><b>Hausmann &amp; Cerdà</b> The application of rational urban planning</p>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> <li>• Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Hughes, R. <i>Barcelona</i>, 278-306</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 16-44</li> </ul>
4	<p><b>The Great Expositions</b> Showcases for Catalan industry &amp; culture</p>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> <li>• Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Hughes, R. <i>Barcelona</i>, 343-373</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 90-118</li> </ul>
5	<p><b>Field Study 1:</b> From the city walls to the triumphal arch</p>	<p><b>Field Study 1:</b> Study Excursion through the mosaic of the city's history</p>	<ul style="list-style-type: none"> <li>• Borja, J. and Castells, M. <i>The Global and the Local</i>, 119-150</li> <li>• Access the Museum of the History of Barcelona website about the city's shanty towns <a href="http://www.barraques.cat/en/">http://www.barraques.cat/en/</a></li> </ul>
6	<p><b>Barcelona with its Back to the Sea</b> From autarky to consumerism</p>	<ul style="list-style-type: none"> <li>• Information share</li> <li>• Workshop discussions</li> <li>• Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Hughes, R. <i>Barcelona</i>, 3-46</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 151-180</li> </ul>

# Brand Barcelona: Marketing the Global City

## Course Content

Session	Topic	Activity	Student Assignments
7	<b>Getting with the Programme</b> Globalization & the challenges facing post-industrial cities	<ul style="list-style-type: none"> <li>Information share</li> <li>Lecture</li> <li>Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>Harvey, D. <i>From Managerialism to Entrepreneurialism</i>, 3-17</li> <li>Borja, J. and Castells, M. <b>The Global and the Local</b>, 181-202</li> </ul>
8	<b>From Sales to Brand Management</b> The evolution of marketing from selling products to selling lifestyles	<ul style="list-style-type: none"> <li>Lecture</li> <li>Internet search</li> <li>Class discussion</li> <li>Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>Kotler, P. <i>Social Marketing: An Approach to Planned Social Change</i>, 3-12</li> <li>Kotler, P. et al, <i>Marketing Places</i>, 1-20</li> <li>Borja, J. and Castells, M. <b>The Global and the Local</b>, 202-232</li> </ul>
9	<b>If Soap, why not Cities?</b> The rise of <i>place marketing</i> & the branding of cities	<ul style="list-style-type: none"> <li>Information share</li> <li>Class discussion</li> <li>Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>Kavaratzis, M. <i>From City Marketing to City Branding</i>, 58-73</li> <li>Kotler, P. <i>Marketing Places</i>, 21-45</li> <li>Borja, J. and Castells, M. <b>The Global and the Local</b>, 233-255</li> </ul>
10	<b>Film Study 1:</b> <i>How much does your building weigh, Mr. Foster?</i>	<ul style="list-style-type: none"> <li><u>Film viewing</u> : <i>How much does your building weigh, Mr. Foster?</i> Carcas, C, López Armado, M. (2010)</li> <li>Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>Esteban. <i>The Planning Project: Bringing Value to the Periphery, Recovering the Centre in Transforming Barcelona</i>, 111-150</li> <li>Harvey, D. <i>The Condition of Post modernity</i>, 66-98</li> </ul>
11	<b>What is the Barcelona Model?</b> Characteristics of Barcelona's model of urban development	<ul style="list-style-type: none"> <li>Information share</li> <li>Workshop discussions</li> <li>Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>Nello, O. <i>Urban dynamics, public policies and governance</i>, in <b>Transforming Barcelona</b>, 27-47</li> <li>Kotler, P. et al, <i>Marketing Places</i>, 99-138</li> </ul>
12	<b>Attracting International Events:</b> The Olympics & the Forum	<ul style="list-style-type: none"> <li>Lecture</li> <li>Class discussion</li> <li>Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>Bohigas, O. <i>Ten Points for an Urban Methodology</i>, in <b>Transforming Barcelona</b>, 91-97</li> <li>Kotler, P. et al, <i>Marketing Places</i>, 139-161</li> </ul>

# Brand Barcelona: Marketing the Global City

## Course Content

Session	Topic	Activity	Student Assignments
13	<b>The Liveable City:</b> Creating public spaces	<ul style="list-style-type: none"> <li>• Information share</li> <li>• Workshop discussions</li> <li>• Class discussion</li> <li>• Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Muxí Martínez, Z. et al, <i>Public Space in Barcelona- Some Examples</i>, in <b>Transforming Barcelona</b>, 161-172</li> <li>• Kotler, P. et al, <i>Marketing Places</i>, 162-193</li> </ul>
14	<b>The Seductive City:</b> Attracting Tourism & International Conferences	<ul style="list-style-type: none"> <li>• Workshop discussions</li> <li>• Class discussion</li> <li>• Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Urry, J. <i>Globalising the Tourist Gaze</i>, Metropolis Barcelona, on-line magazine</li> <li>• Bauman, Z. <i>Globalization: The Human Consequences</i>, 77-102</li> <li>• Kotler, P. et al, <i>Marketing Places</i>, 194-230</li> </ul>
15	<b>Midterm Exam</b>	<b>Midterm Exam</b>	<ul style="list-style-type: none"> <li>• Borja, J. <i>The City, Democracy and Governability: the Case of Barcelona</i> in <b>Transforming Barcelona</b>, 97-110</li> <li>• Bauman, Z. <i>Globalization: The Human Consequences</i>, 103-127</li> </ul>
16	<b>Barcelona: World City</b> Adapting to the post-industrial knowledge economy	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Class discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Taylor, P. J. <i>World City Network</i>, 71-100</li> <li>• Beaverstock and Taylor, <i>A Roster of World Cities</i>, 445-458</li> </ul>
17	<b>@22:</b> Knowledge economy agglomeration in Barcelona	<ul style="list-style-type: none"> <li>• Information share</li> <li>• Workshop discussions</li> <li>• Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Clos, O. <i>The Transformation of Poblenou</i>, in <b>Transforming Barcelona</b>, 191-203</li> <li>• Muxí Martínez, Z. <i>Green Urbanism = Commonsense Urbanism</i>. Paper presented at the Holcim Forum, 2007, “Green Urbanism- Between economy and Ecology”</li> </ul>
18	<b>Private Space vs. Public Space</b> The blurred distinction between private & public space	<ul style="list-style-type: none"> <li>• Group research</li> <li>• Workshop discussions</li> </ul>	<ul style="list-style-type: none"> <li>• Harvey, D. <i>The Political Economy of Public Space</i>, 17-34</li> <li>• Benasch, N. <i>Public Spaces in Barcelona 1980-2000</i>, in <b>Transforming Barcelona</b>, 151-161</li> <li>• Borja, J. and Castells, M. <b>The Global and the Local</b>, 45-67</li> </ul>

# Brand Barcelona: Marketing the Global City

## Course Content

Session	Topic	Activity	Student Assignments
19	<b>Field Study 2:</b> Private space vs. public space: From the Rivera to the Vela Hotel	<b>Field Study 2:</b> <ul style="list-style-type: none"> <li>Study excursion: From the Rivera to the Vela Hotel</li> </ul>	<ul style="list-style-type: none"> <li>Raban, J. <i>Soft City</i>, 180-218</li> <li>Borja, J. and Castells, M. <b>The Global and the Local</b>, 68-89</li> </ul>
20	<b>Guest Speaker: Zaida Muxí Martínez</b>	<b>Guest Speaker</b> Zaida Muxí Martínez, professor of Urbanism at the Escuela Técnica Superior de Arquitectura de Barcelona. Contributor to course text, <i>Transforming Barcelona</i>	<ul style="list-style-type: none"> <li>Hetherington, A. and Cronin, A. M. <i>Introduction</i>, in <i>Consuming the Entrepreneurial City</i>, 1-17</li> <li>Greenberg, M. <i>Marketing the City in Crisis</i>, in <i>Consuming the Entrepreneurial City</i>, 19-44</li> </ul>
21	<b>City Branding: the theory</b> Can the principals of product branding be applied to cities?	<ul style="list-style-type: none"> <li>Lecture</li> <li>Seminar discussions</li> <li>Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>Dinnie, K. <b>City Branding, Theory and Cases</b>, 3-44</li> </ul>
22	<b>City Branding: Some Case Studies</b> The branding of New York, Toronto & Helsinki	<ul style="list-style-type: none"> <li>Lecture</li> <li>Class discussion</li> <li><b>Mixed Media Project Presentations</b></li> </ul>	<ul style="list-style-type: none"> <li>Dinnie, K. <b>City Branding, Theory and Cases</b>, 45-90</li> </ul>
23	<b>Developing the Barcelona Brand</b> The designer city: rising from the rubble of industrialization?	<ul style="list-style-type: none"> <li>Information share</li> <li>Workshop discussion</li> <li>Oral presentations</li> </ul>	<ul style="list-style-type: none"> <li>Dinnie, K. <b>City Branding, Theory and Cases</b>, 91-123</li> </ul>
24	<b>Barcelona: McCity?</b> Has Barcelona sacrificed its distinctiveness in pursuit of global insertion?	<ul style="list-style-type: none"> <li>Seminar discussions</li> <li>Class discussion</li> <li><b>Mixed Media Project Presentations</b></li> </ul>	<ul style="list-style-type: none"> <li>Luna-Garcia, A. <i>Just Another Cup of Coffee!</i> in <i>Consuming the Entrepreneurial City</i>, 143-160</li> <li>Bauman, Z. <i>Globalization: The Human Consequences</i>, 6-26</li> </ul>
25	<b>Film Study 2:</b> <i>En Construcción</i> ( <i>Work in Progress</i> )	Film viewing: <i>En Construcción</i> , José Luis Guerín (2004)	<ul style="list-style-type: none"> <li>Borja, J. <i>The City: Between Dispossession and Reconquest</i>, Metropolis Barcelona, online magazine</li> <li>Bauman, Z. <i>Globalization: The Human Consequences</i>, 27-54</li> </ul>

# Brand Barcelona: Marketing the Global City

## Course Content

Session	Topic	Activity	Student Assignments
26	<p style="text-align: center;"><b>Brand Loyalty or Manufactured Consent?</b></p> <p style="text-align: center;">Is the brand used to divert attention from social problems?</p>	<ul style="list-style-type: none"> <li>• Film viewing</li> <li>• Class discussion</li> <li>• <b>Mixed Media Project Presentations</b></li> </ul>	<ul style="list-style-type: none"> <li>• Balibrea, M. <i>Challenging the Barcelona Model</i>, in <b>Transforming Barcelona</b>, 205-224</li> <li>• Sheller, M. <i>Always Turned On</i>, in <i>Consuming the Entrepreneurial City</i>, 107-126</li> </ul>
27	<p style="text-align: center;"><b>Field Study 3:</b></p> <p style="text-align: center;">Barcelona residents: Their attitude toward the transformation of Barcelona</p>	<p style="text-align: center;"><b>Field Study 3:</b></p> <p style="text-align: center;">Organized interviews with Barcelona residents to evaluate their attitude to the transformation of Barcelona</p>	<ul style="list-style-type: none"> <li>• Access “Social Research” pages of <i>Social Research Methods</i> website <a href="http://www.socialresearchmethods.net/kb/survey.php">http://www.socialresearchmethods.net/kb/survey.php</a>; Hetherington, K. <i>The Time of the Entrepreneurial City</i>, in <i>Consuming the Entrepreneurial City</i>, 273-294</li> <li>• Calavita and Ferrer, <i>Citizen Movements and Planners’ Power</i>, in <b>Transforming Barcelona</b>, 47-65</li> </ul>
28	<p style="text-align: center;"><b>The Rise &amp; Fall of the Neighbour’s Associations?</b></p> <p style="text-align: center;">The changing role of <i>asociaciones de vecinos</i></p>	<ul style="list-style-type: none"> <li>• Class debate</li> <li>• <b>Mixed Media Project Presentations</b></li> </ul>	<ul style="list-style-type: none"> <li>• Simone, A. <i>Broken Links, Changing Speeds, Changing Multiples: Re-wiring Douala</i>, in <i>Consuming the Entrepreneurial City</i>, 161-180</li> <li>• Tello, E. <i>Changing Course? Principals and tools for local sustainability</i> in <b>Transforming Barcelona</b>, 225-251</li> </ul>
29	<p style="text-align: center;"><b>Global Brand, Local Lives</b></p> <p style="text-align: center;">Globalization, place and belonging: who does Barcelona belong to?</p>	<ul style="list-style-type: none"> <li>• Class debate</li> <li>• <b>Submit Final Research Project</b></li> </ul>	<ul style="list-style-type: none"> <li>• Bauman, Z. <i>Globalization: The Human Consequences</i> pp. 55-76</li> <li>• Harvey, D. <i>The Right to the City</i>, 23-40</li> <li>• Review Final Exam</li> </ul>
30	<b>Final Exam</b>	<b>Final Exam</b>	<ul style="list-style-type: none"> <li>• Review all Class Readings &amp; Course Materials</li> </ul>